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PATENT & TRADEMARK OFFICE

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1775

Application Serial No. 10/034,045

*IN THE UNITED STATES PATENT AND TRADEMARK OFFICE*

| | |
|---|---|
| Applicant: | Thomas E. Jacobs |
| Title: | SYSTEM AND METHOD FOR FACILITATING CUSTOMER APPRECIATION |
| Appl. No.: | 10/034,045 |
| Filing Date: | 12/27/2001 |
| Examiner: | Abraham Bahta |
| Art Unit: | 1775 |
| Confirmation No. | 1658 |
| Atty. Dkt. No. | 023720-0250 |

**CERTIFICATE OF EXPRESS MAILING**

I hereby certify that this correspondence is being deposited with the United States Postal Service's "Express Mail Post Office To Addressee" service under 37 C.F.R. § 1.10 on the date indicated below and is addressed to: **Commissioner for Patents, PO Box 1450, Alexandria, Virginia 22313-1450.**

EV 417421873 US (Express Mail Label Number) — 02/11/04 (Date of Deposit)

Roberta A. Cooper
(Printed Name)

Roberta A. Cooper
(Signature)

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TECHNOLOGY CENTER R3700

**REPLY AND AMENDMENT TRANSMITTAL**

Mail Stop AF
Commissioner for Patents
PO Box 1450
Alexandria, Virginia 22313-1450

Sir:

Transmitted herewith is an amendment in the above-identified application.

[ **X** ] Reply and Amendment (23 pages).

[ **X** ] The fee required for additional claims is calculated below:

| | Claims As Amended | | Previously Paid For | | Extra Claims Present | | Rate | | Additional Claims Fee |
|---|---|---|---|---|---|---|---|---|---|
| Total Claims: | 47 | - | 55 | = | 0 | x | $18.00 | = | $0.00 |
| Independents: | 4 | - | 5 | = | 0 | x | $86.00 | = | $0.00 |
| First presentation of any Multiple Dependent Claims: | | | | | | + | $290.00 | = | $0.00 |
| | | | | | | | CLAIMS FEE TOTAL | = | $0.00 |

[ ] Applicant hereby petitions for an extension of time under 37 C.F.R. §1.136(a) for the total number of months checked below:

| | | | |
|---|---|---|---|
| [ ] | Extension for response filed within the first month: | $110.00 | $0.00 |
| [ ] | Extension for response filed within the second month: | $420.00 | $0.00 |
| [ ] | Extension for response filed within the third month: | $950.00 | $0.00 |
| [ ] | Extension for response filed within the fourth month: | $1,480.00 | $0.00 |
| [ ] | Extension for response filed within the fifth month: | $2,010.00 | $0.00 |
| | EXTENSION FEE TOTAL: | | $0.00 |
| [ ] | Statutory Disclaimer Fee under 37 C.F.R. 1.20(d): | $110.00 | $0.00 |
| | CLAIMS, EXTENSION AND DISCLAIMER FEE TOTAL: | | $0.00 |
| [ ] | Small Entity Fees Apply (subtract ½ of above): | | $0.00 |
| | TOTAL FEE: | | $0.00 |

[ **X** ] The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 06-1447. Should no proper payment be enclosed herewith, as by a check being in the wrong amount, unsigned, post-dated, otherwise improper or informal or even entirely missing, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 06-1447. If any extensions of time are needed for timely acceptance of papers submitted herewith, applicant hereby petitions for such extension under 37 C.F.R. §1.136 and authorizes payment of any such extensions fees to Deposit Account No. 06-1447.

Please direct all correspondence to the undersigned attorney or agent at the address indicated below.

Respectfully submitted,

Date 2/11/04

By _____

FOLEY & LARDNER
777 East Wisconsin Avenue, Suite 3800
Milwaukee, Wisconsin 53202-5306
Telephone: (414) 297-5872
Facsimile: (414) 297-4900

Scott M. Day
Attorney for Applicant
Registration No. 52,801

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Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

## REPLY AND AMENDMENT

This communication is responsive to the Office Action dated November 19, 2003, concerning the above-referenced Application.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this document.

**Remarks** begin on page 10 of this document.

Please amend the Application as follows: